Chapter 1

UNESCO, Digital Library, Interactive Design, and Communicability: An Excellent Example Online

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ABSTRACT

We present a new category of interactive design called “eidomix”. Besides, the early results of a heuristic evaluation of communicability with the purpose of highlighting the main elements of a website related to the diffusion of cultural heritage such as “World Digital Library” (www.wdl.org), from UNESCO. Finally, a first guidelines is presented for the generation of interactive contents aimed at the future era of expansion of communicability called “quantic-nanotechnological-self-sufficient.”

INTRODUCTION

We have started the transition between the era of the expansion of communicability towards the era of “quantic-nanotechnological-self-sufficient” communicability (Cipolla-Ficarra, 2015), in each passing minute.
the human being increases his dependence on the interactive systems in terms of daily business activities. In this process of the interactive design for the new era of communicability also a new category of design is needed, where the user can understand beforehand, quickly and in a summarized way the shape that the structure for the navigation has, the essence of the contents and the modalities of the presentation in the interface of the dynamic and/or static means and the kind of compatibilities with other devices through the hardware. That is to say, the mental idea of the designer with regard to the users of the multimedia systems, aimed at a new generation of them (quantic-nanotechnological-self-sufficient). This mixture of bidirectional interaction among the categories of the design of the communicability and the mental idea of the designer towards the potential users of the system is what we call “eidomix”.

The term “eidos”, a Greek term meaning form, essence, type already treated by the Greek philosophers, such as Plato in his theory of forms and Aristotle’s in the theory of universals (Cooper & Hutchinson, 1997; Barnes, 1984). The theory of the shapes or theory of the ideas is one of the main aspects of platonic philosophy, it is, in fact, its core. It stems from a division between a world of visible things, material (sensible world) and another which cannot be perceived by the senses (intelligible world) where ideas dwell. The author contemplates such ideas as the structure, the models on which the physical things are based, which are but imperfect copies of them. Aristotle’s theory of universals is one of the classic solutions to the problem of universals. Universals are types, properties or relations that are common to their various instances. The word “mix” refers to the interrelation of several categories of design in the online and offline interactive systems.

The increase of speed in the interactive communication, the decrease of the size of the computer devices, telematic, etc., with their own intelligence, etc. (Witte, et al. 2010; Bosch, Erp & Sporleder, 2010; Maiden, et al. 2007) will require in the future having a previous mental image of the eventual interrelations of the diverse categories, at the moment that they interact with these new technological devices (Goesele, et al., 2010; Shiom, et al. 2007; Norman, 2009; Bederson & and Shneiderman, 2003). In the present chapter, we will focus on the heuristic analysis of communicability with the purpose of the diffusion of universal knowledge, such as the libraries, where we will make interact all the existing design categories and in a special way “eidomix”.
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